Bachelor of Science
Major: Business Administration [*Specialization: Marketing*]

Students in this major will complete a minimum of 121 hours outlined as follows.

General Education Requirements [a, b] *These GE Requirements can be fulfilled by business foundation courses listed below		
Requirement	**Course Options**	**Hours**
GE Launch Seminar	GENED 1201	1
Foundations: Writing and Information Literacy	***Student Choice*** *	3
Foundations: Mathematical & Quantitative Reasoning/Data Analysis	***Student Choice*** *	3-5
Foundations: Literary, Visual and Performing Arts	***Student Choice***	3
Foundations: Historical & Cultural Studies	***Student Choice***	3
Foundations: Natural Science	***Student Choice***	4-5
Foundations: Social & Behavioral Sciences	***Student Choice*** *	3
Foundations: Race, Ethnic and Gender Diversity	***Student Choice***	3
Theme: Citizenship for a Diverse & Just World [b]	***Student Choice***	4-6
Theme: Student Choice [b]	***Student Choice***	4-6
GE Reflection	GENED 4001	1
	General Education Credit Hours:	**32-39**

Required Non-Major Coursework: Business Foundation Courses		
Requirement	**Course Options**	**Hours**
WRITING & INFORMATION LITERACY	**ENGLISH 1110 (WIL)** [c]	3
ADVANCED WRITING LITERACY	**Choose from list on page 3**	3
CALCULUS	**MATH 1131/1151 OR EQUIV (MQRDA)** [c]	5
STATISTICS	**STAT 1430 (MQRDA)**	4
MICROECONOMICS	**ECON 2001 (SBS)**	3
MACROECONOMICS	**ECON 2002 (SBS)**	3
COMPUTER SCIENCE	**CSE 2111 (MQRDA)**	3
FINANCIAL ACCOUNTING	**ACCTMIS 2200+**	3
MANAGERIAL ACCOUNTING	**ACCTMIS 2300+**	3
STATISTICAL TECHNIQUES	**BUSOBA 2320+**	3
BUSINESS ANALYTICS	**BUSOBA 2321+**	1.5
	Credit Hours:	**35.5**
	With GE Overlap Total Hours:	**24.5**

Major Coursework		
Course	**Title**	**Hours**
Major Core		
BUSMHR 2292+	Business Skills & Environment	3
BUSMHR 2000	Introduction to International Business	1.5
BUSFIN 3500	Legal Environment of Business	1.5
BUSML 3380	Logistics Management	1.5
BUSFIN 3220	Business Finance	3
BUSOBA 3230	Introduction to Operations Management	3
BUSML 3250+ ^	Marketing Management	3
BUSMHR 3200	Organizational Behavior	3
BUSMHR 4490	Strategic Management	3
	Major Core Credit Hours	**22.5**
Specialization		
BUSML 4201	Consumer Behavior	3
BUSML 4202	Marketing Research	3
BUSML 4203	Marketing Strategy	1.5
BUSML 4204	Marketing Projects	3
SPECIALIZATION ELECTIVES	Student choice from approved list – see page 2	6
	Specialization Credit Hours:	**16.5**
Program Electives		
BUSADM 1100	College Survey	1
	Electives	18-25
Total Degree Hours:		**121**

* These GE requirements can be fulfilled by business foundation courses

[a] Some coursework required by the major or college may satisfy GE requirements. There is no limit to the number of courses that may overlap between the GE Foundations and the rest of the academic program

[b] Students complete either a 4-credit course or two 3-credit courses in each of two General Education Theme areas: Citizenship for a Diverse & Just World (required), and the student's choice of available GE Themes.

[c] Students must earn a grade of C or higher in these courses

^ Marketing students must earn a grade of C- or higher in this course

+ These are prerequisite courses to specialization classes

PREREQUISITE STRUCTURE FOR MARKETING:

REQUIRED COURSES	TITLE	HRS	PREREQUISITES
BUSML 4201	Consumer Behavior	3	ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSMHR 2292; BUSML 3250
BUSML 4202	Marketing Research	3	ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSMHR 2292; BUSML 3250
BUSML 4203	Marketing Strategy	1.5	BUSML 4201 & BUSML 4202
BUSML 4204	Marketing Projects	3	BUSML 4201 & BUSML 4202

MARKETING ELECTIVES	TITLE	HRS	PREREQUISITES
BUSML 4210	Advanced Market Research	1.5	BUSML 4201; BUSML 4202
BUSML 4211	Market Analysis & Forecasting	1.5	BUSML 4201; BUSML 4202
BUSML 4212	Customer Relationship Management	1.5	BUSML 4201; BUSML 4202
BUSML 4222	Services Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4223	Foundations of Sales & Sales Management	3	BUSML 4201; BUSML 4202
BUSML 4230	Advertising Management	1.5	BUSML 4201; BUSML 4202
BUSML 4231	Promotional Strategy	1.5	BUSML 4201; BUSML 4202
BUSML 4232	Digital Marketing	3	BUSML 4201; BUSML 4202
BUSML 4233	Advertising & Promotional Strategy	3	BUSML 4201; BUSML 4202
BUSML 4240	New Product Management	1.5	BUSML 4201; BUSML 4202
BUSML 4241	Entrepreneurial Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4251	Retail Management	3	BUSML 4201; BUSML 4202 (3-CREDIT HRS BEGINNING SP22)
BUSML 4252	Social Marketing & Public Policy	1.5	BUSML 4201; BUSML 4202
BUSML 4253	Global Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4254	International Marketing	3	BUSMHR 2292; ACCTMIS 2300; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3250
BUSML 4255	Sustainability Marketing for Consumers, Firms and Society	3	BUSML 3250 or AEDECON 3102
BUSML 4256	Brand Management	3	BUSML 4201; BUSML 4202
BUSML 4258	eCommerce Digital Advertising	1.5	BUSML 3250; BUSML 4232 *or concurrent* OR BUSML 4233 *or concurrent*
BUSML 4259	Entertainment Marketing	3	BUSML 3250
BUSML 4260	Pricing Strategy and Analysis	3	BUSMHR 2292, BUSML 4201, BUSML 4202
BUSML 4383*	Supply Chain Management	1.5	BUSMHR 2292; ACCTMIS 2300; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3380
BUSML 4382*	Logistics Analytics	3	BUSMHR 2292; ACCTMIS 2300; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3380
BUSML 5389*	Logistics Decision Making	3	BUSML 4380; BUSML 4382 *or concurrent*

*Marketing students do not have priority for this class. Interested Marketing students must waitlist this class. Admission is not guaranteed.
Please note not all electives are offered every single semester. Reach out to an advisor to learn more about when a specific class will be offered.

The prerequisite structure for this specialization will require a minimum of two (2) semesters to complete.

It is the responsibility of the student to know the published policies governing the curriculum, as well as the regulations and procedures of the college and the university. ***For potential updates visit fisher.osu.edu or contact an Academic Advisor***

Policies and General Requirements for Degree

- A minimum of 121 total credit hours. Remedial coursework (English 1109; EDUTL 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1010; Mathematics 1040, 1050, 1073, 1074, 1075) do not count toward the 121-hour minimum requirement for the BS degree.
- If a major-required course or major elective is a GE Theme course, two 3-4 cr courses (no more than one per theme area) is permitted to double count in the GE and major hours. There is no limit on overlap between the GE Foundations courses and other coursework.
- Students are encouraged to participate in education abroad opportunities. Consult with your advisor for how education abroad credit applies to your degree.
- Courses required in the major (including major-supporting courses and major electives) may **not** be taken pass/non-pass.
- Coursework taken as open electives may include a maximum of 4 credit hours of physical activity courses (all 1139-1197 courses), and a maximum of 4 credit hours of campus music organizations.
- A maximum of six hours of individual studies courses (x193) can be applied toward graduation; some majors may have a lower maximum.
- A cumulative 2.0 GPA is required
- **An application for degree must be submitted online at https://fisher.osu.edu/undergraduate/graduation**

Policies and General Requirements for Specialization:

- A grade of C or higher is required in English 1110 and Math 1131/1151
- A grade of C- or higher is required in BUSML 3250
- A specialization GPA of 2.0 or higher is required

Policies and General Requirements for Minors/Minor Equivalent

- The minor/minor equivalent must contain a minimum of 12 credit hours distinct from the major and/or additional minors (i.e., if a minor requires more than 12 credit hours, a student is permitted to overlap those hours beyond 12 with the major or with another minor).
- A 2.00 cumulative point-hour ratio is required in the minor/minor equivalent with a minimum C- grade for any course to be listed in the minor or minor equivalent (includes transfer credit).
- For programs requiring a minor: minors should be declared by the time students complete 60 hours.
- A student is permitted to count up to 6 credit-hours of transfer and/or EM credit in the minor or minor equivalent.
- Coursework graded Pass/Non-Pass cannot count in the minor. No more than 3 credit-hours of course work graded S/U may count toward the minor. Maximum of 3 credit-hours of xx93 are allowed to count in the minor.

List of Advanced Writing Literacy Classes:

- Economics 2367.01, 2367.02
- English 2367.01, 2367.01H, 2367.02, 2367.04, 3304, 3305
- Political Science 2367

GRADUATION APPLICATION DEADLINES:

Students must submit a graduation application ***one year*** before their anticipated graduation date. Failure to submit an application by the deadline ***may*** result in a delay in graduation. Find specific deadline dates and apply online here: https://fisher.osu.edu/undergraduate/graduation	
Graduation Term	**Application Deadline**
Autumn	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Autumn semester one year prior to intended graduating semester
Spring	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Spring semester one year prior to intended graduating semester
Summer	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Summer semester one year prior to intended graduating semester